

# GLOBAL PRIVACY POLICY

## Mimiko QR Code Game

At Museum of Senses, we take your privacy seriously. This Privacy Policy explains how we use personal data in connection with the **Mimiko Game** in all Museum of Senses & House of Illusions locations, in line with the EU General Data Protection Regulation (*GDPR*) & other applicable local laws.

### 1. Who we are & Who is responsible

Each local museum is the data controller for the Mimiko Game in its country:

- **Italy**  
Museum of Senses Milano s.r.l.  
Registered office: Viale Monte Grappa 10, 20124 Milan, Italy  
Museum: Viale Monte Grappa 10, 20124 Milan, Italy  
E: [info.milan@museumofsenses.com](mailto:info.milan@museumofsenses.com)
- **Spain**  
Museum of Senses Madrid, Museum of Senses SL  
Registered office: Calle Virgen de los Peligros 5, 28013 Madrid, Spain  
Museum: Calle Virgen de los Peligros 5, 28013 Madrid, Spain  
E: [info.madrid@museumofsenses.com](mailto:info.madrid@museumofsenses.com)
- **Czech Republic**  
Museum of Senses Prague, 6S ENTERTAINMENT, s.r.o.  
Registered office: Jindřišská 939/20, 110 00 Praha 1–Nové Město, Czech Republic  
Museum: Jindřišská 939/20, 110 00 Praha 1–Nové Město, Czech Republic  
T: +420 608 213 749 | E: [info.cz@museumofsenses.com](mailto:info.cz@museumofsenses.com)
- **Slovenia**  
Hiša iluzij, DTG d.o.o.  
Registered office: Kongresni trg 13, 1000 Ljubljana, Slovenia  
T: +386 40 250 921 | E: [info@houseofillusions.si](mailto:info@houseofillusions.si)
- **Romania**  
Museum of Senses Bucharest, 6S ENTERTAINMENT, SRL  
Museum: Str. DR. Petre Herescu, nr. 12, Bucharest, Romania  
T: +40 757 070 073 | E: [info.ro@museumofsenses.com](mailto:info.ro@museumofsenses.com)

Certain technical services (*for example hosting & IT support*) may be provided centrally by trusted providers acting as data processors on behalf of the local museum.

## 2. What data we collect

In connection with the Mimiko Game we may collect, for example:

- Identification / Contact details  
(*such as name or nickname, email address, age group of the player, email*)
- Game-related data  
(*such as your answers, score, time, visited rooms*)
- Basic visit information  
(*date, location, language of the game*)
- Your marketing preferences  
(*if you choose to receive our news and offers*)

If a child participates, the form may be filled in by a parent or legal guardian where required by local law.

## 3. Why we use your data & Purposes / Legal basis

We use this data for the following purposes:

### 1. To run the Mimiko Game

- a. To register your participation, show your score, issue a certificate or prize, and solve any technical issues.
- b. **Legal basis:** performance of a contract (*your participation in the game*) and our legitimate interest in operating the game.

### 2. To stay in contact about the game

- a. To contact you if there is a problem with your participation or to inform you about any prize or follow-up related directly to the game.
- b. **Legal basis:** performance of a contract / legitimate interest.

### 3. To improve our exhibitions and services

- a. To create statistics & reports about how the game is used (*for example, number of players, average scores, which rooms are most popular*).
- b. Wherever possible, we use **aggregated or anonymised** data that does not identify you.

- c. **Legal basis:** our legitimate interest in improving our museums and visitor experience.

#### 4. To send you marketing communications (*only if you agree*)

- a. If you tick the optional box to receive news and offers, we use your email to send information about Museum of Senses exhibitions, products and events.
- b. You can withdraw this consent at any time (*for example by clicking “unsubscribe” in any email*).
- c. **Legal basis:** your consent.

**We do not sell your personal data to third parties.**

## 4. How long we keep your data

We keep personal data only for as long as necessary for the purposes above, for example:

- Data linked to your participation in the game  
= for a limited period after your visit (*e.g. to handle complaints or prize claims*), after which it is deleted or anonymised.
- Data used for marketing  
= until you withdraw your consent or we stop sending such communications.
- Aggregated / anonymised statistics  
= may be kept for a longer period, as they no longer identify you.

Exact retention periods may differ depending on local legal obligations (*for example tax or accounting rules*).

## 5. Who can access your data

Your data is accessible only to authorised museum staff & our trusted service providers who need it to operate the Mimiko Game or related services (*for example IT hosting or email tools*).

Where we use external providers, they act as processors & are bound by contract to keep your data secure & to process it only in line with our instructions and applicable laws.

Where data is transferred outside the European Economic Area, we take appropriate safeguards, such as standard contractual clauses approved by the EU Commission.

## 6. Your rights

Subject to conditions & exemptions under applicable law, you have the right to:

- access the personal data we hold about you
- request correction of inaccurate or incomplete data
- request deletion of your data in certain cases
- object to processing based on legitimate interests (*including direct marketing*)
- withdraw your consent at any time (for example, for marketing);
- request restriction of processing in certain situations
- request data portability, where applicable

To exercise your rights, please contact the museum location you visited using the contact details above or the contact details on your ticket / our website. You also have the right to file a complaint with your local data protection authority if you believe your data protection rights have been violated.

## 7. Updates to this policy

We may update this Privacy Policy from time to time, for example if we change how the Mimiko Game works or if laws change. The most recent version will always be available at the museum or on our game website.